

## Vitullo, Elizabeth

---

**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:29 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: Conferences

*Paul McCarthy, Esq.  
Senior Associate Director of Athletics  
University of Connecticut  
2095 Hillside Road Unit 1173  
Storrs, CT 06269-1173  
(860) 486-2725-office  
(860) 985-7555-cell  
FAX: (860) 486-3300  
paul.mccarthy@uconn.edu*

**From:** Mccarthy, Paul  
**Sent:** Saturday, September 17, 2011 2:46 PM  
**To:** Herbst, Susan  
**Subject:** Re: Conferences

Susan-

I have been in contact with Rachel and Paul P and well understand the sensible course of avoiding conflicting communication. I will be available to work on and discuss any issue as relates to this matter but will await further direction from you and/or Rachel.

Thanks and have a great day.

Paul

Paul S. McCarthy  
Sr. Assoc. Director of Athletics  
University of Connecticut  
(O) 860-486-2725  
(C) 860-985-7555

---

**From:** Herbst, Susan  
**To:** Paul Pendergast <ppendergast@stfranciscare.org>; Enright, Michael; Rubin, Rachel; Mccarthy, Paul  
**Sent:** Sat Sep 17 14:29:57 2011  
**Subject:** Conferences

Hi Paul, Paul, Mike – Rachel and I are working on it all weekend. We'll tell you what we know as we get to more people we can trust, who have actual information of value. If anyone calls, don't take the call or deflect to me. It's sensitive right now, and lots of crazy talk, so let's not cross wires – thnks!

susan

--

----- Forwarded Message

**From:** Susan Herbst <[susan.herbst@uconn.edu](mailto:susan.herbst@uconn.edu)>

**Date:** Sat, 17 Sep 2011 14:27:11 -0400  
**To:** "Jacobs, Jeff" <jgjacobs@courant.com>  
**Subject:** FW: Column on bball

Hey Jeff, thanks. There is a lot of talk across the nation as you know, some real intentions, light signaling, contradictory rumors, and hypothetical conversation. Can't comment right now, but I am in the conversation for sure, and will be certain UConn is on a good track for the future.

More soon – susan

--

Susan Herbst  
President  
University of Connecticut

----- Forwarded Message

**From:** "Jacobs, Jeff" <jgjacobs@courant.com>  
**Date:** Sat, 17 Sep 2011 11:04:44 -0400  
**To:** Susan Herbst <susan.herbst@uconn.edu>  
**Subject:** Re: Column on bball

Susan, the Big East world is in an uproar this morning over reports of Syracuse and Pittsburgh and ACC. CBSSports even reported they applied. Can you give me any on or off the record direction on this. And is UConn involved in ACC talks to go there? Thanks, Jeff Jacobs

*Sent via DROID on Verizon Wireless*

-----Original message-----

**From:** "Herbst, Susan" <susan.herbst@uconn.edu>  
**To:** "Jacobs, Jeff" <jgjacobs@courant.com>  
**Sent:** Wed, Sep 14, 2011 22:05:19 GMT+00:00  
**Subject:** Re: Column on bball

Thanks Jeff; had not seen this (guess I should re-subscribe to the Atlantic after all!). Great article. I hope he is writing a book on the subject, which would be very impactful.

He does a terrific job here, but just three complaints: the recent (2010) Knight Commission isn't perfect, but it's pretty hard-hitting and would bring profound change. Unfortunately, it just sits there, without the vigorous debate many of us thought it would generate. I think author should have given it more play. On the other hand, if no one is attending to it, maybe it doesn't deserve it...

Also: Men's bball and football do generate most publicity and money, but there are tens of thousands of fabulous student-athletes in other sports, who do well in school and are forever changed for the better. Their experience is vital to understand. So while the two sports are out front for public attention, so many schools and students are well-served by the collegiate model as currently configured. This isn't to be brushed aside easily; it really matters.

Finally, on gender: One of the best things to happen in America, in my lifetime, is the rise of women's college athletics, which has become exciting, increasingly well-supported, and is a huge boon to the position of women in this country. The NCAA has been there all the way, as have our best university programs. Women athletes and coaches are leaders everywhere, in all types of communities, and it happened within the current system. My friend from the University of Georgia, former gymnastics coach Suzanne Youclan, one of the most winning coaches of all time (any sport), is among the most admired and strong people in that entire state. The rise of women athletes is not a small victory over the past few decades, and happened in this crazy system, but goes unmentioned.

Agree?

Well, thanks again for the article, and thanks for listening!

Susan

On 9/14/11 3:03 PM, "Jacobs, Jeff" <jgjacobs@courant.com> wrote:

> Thanks, Susan. Here's an important piece from Atlantic, if you haven't seen  
> it:  
>  
>  
> <http://www.theatlantic.com/magazine/archive/2011/10/the-shame-of-college-sports/8643/3/>

> All the best, Jeff Jacobs.

> -----Original Message-----

> From: Herbst, Susan [mailto:susan.herbst@uconn.edu]

> Sent: Saturday, September 10, 2011 2:55 PM

> To: Jacobs, Jeff

> Subject: Column on bball

> Hi Jeff, many thanks for a thoughtful and very fair column today. It is true  
> that NCAA rules need a lengthy, rigorous evaluation, in recruitment and many  
> other areas. But as you note, institutions have plenty of responsibility,  
> regardless of how long it takes our national organization to change, and what  
> they end up doing.

> Per the Drummond/Bradley situation, it worked out well, and Enright can give  
> more detail if you need it. Time will tell if the dynamics of summer 2011  
> turn out as they should. We want both of these young men to achieve their  
> dreams, same as we want for every undergraduate here, and for UConn to be  
> proud of how that happens.

> I'm not old enough to know for sure, but this seems to be one of the most  
> complicated and fraught times in college sports. We at UConn will have to  
> find our way, and keep our integrity central, even with the fluidity and  
> stress on the system, coming from every which direction.

> Have a good weekend -

> Susan

> --

> Susan Herbst

> President

> University of Connecticut

--

Susan Herbst  
President  
University of Connecticut

----- End of Forwarded Message

----- End of Forwarded Message

**Vitullo, Elizabeth**

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**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:18 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: UConn performance in NYC market/athletics  
**Attachments:** UConn in New York City.docx

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[paul.mccarthy@uconn.edu](mailto:paul.mccarthy@uconn.edu)*

**From:** Herbst, Susan  
**Sent:** Tuesday, October 18, 2011 2:38 PM  
**To:** Brown, Scott; Rubin, Rachel; Pendergast, Paul; Mccarthy, Paul; Larry McHugh; Tom Ritter; Enright, Michael  
**Subject:** UConn performance in NYC market/athletics

Hi all – for future reference if needed. Would call me, if you ever think it needs to be sent to anyone. All the work done by Mike Enright! thanks,

Susan

--

Susan Herbst  
President  
University of Connecticut

## UConn is New York City's Team

### In 2010-11, UConn Men's Basketball was the Most Viewed Big East Conference Team in New York City

- A combined 1.35 million households watched UConn basketball games in the New York DMA that were televised on ESPN or ESPN2. That number *doubled* the number of households watching Syracuse games on ESPN or ESPN2 and was *five times* more than the number of households that watched Rutgers on ESPN or ESPN2.
- The top two-rated Syracuse men's basketball games in the New York DMA in 2010-11 were in fact games against UConn.
- UConn's five games in the BIG EAST tournament were watched by a combined 590,000 combined households in the New York DMA, while 385,000 watched Syracuse games – a number which was inflated with one game against hometown St. John's.

### SNY (SportsNet New York) Recognizes The Popularity Of The UConn Brand

- SportsNet New York (SNY) is the New York TV home of the New York Mets and the BIG EAST Conference. Although they have relationships with Syracuse, Rutgers, Seton Hall and St. John's, the UConn-SNY relationship is unique as, *the network devotes over 300 programming hours a year to both UConn men's basketball and football*. This number of program hours is almost double the number of hours devoted to Rutgers programming and Syracuse receives only two-third of that amount of hours.
- Not only does SNY show more UConn games than those of any other school, they also present live pre-game and post-game shows of UConn events, a broadcast of weekly football press conferences, weekly rebroadcasts of football and men's basketball games, and condensed versions of football replays. This programming is unique to UConn and SNY when compared to other BIG EAST schools.
- UConn men's basketball games were watched by a combined 355,000 households on SNY during the 2010-11 season over the course of 13 games. These 13 games were contests that were not selected by ESPN or ESPN2. A total of 120,000 combined households in the New York DMA watched UConn basketball on SNY before January 1, 2011 – when overall interest in college basketball is low.
- In 2011-12, UConn will make 13 appearances on SNY, while Syracuse, Rutgers and St. John's will each make fewer than 10.

### **UConn Dominates New York, Madison Square Garden, And The BIG EAST Tournament**

- UConn has won seven BIG EAST Tournament Championships at Madison Square Garden – the most of any school.
- Over the past ten years, UConn is the only school to rank among the top two league institutions in tickets purchased to the tournament by their supports. The other school paired with UConn has varied greatly over the years.
- The UConn women's basketball team played before a crowd of 15,232 against Ohio State in Madison Square Garden in December 2010 -- the second-largest crowd for a women's basketball game (college or professional) at MSG.

### **Although Relatively New, UConn Football is Popular in Both New York and Boston**

- In three of the last four years, UConn's national television rating of its bowl game has been higher than the Rutgers bowl game – including doubling the mark in 2007 and 2011.
- In a recent New York Times article\*, UConn was ranked ahead of Syracuse among the most popular college football teams in the New York DMA, and UConn was the only BIG EAST school listed among the top five most popular college football teams *in both the New York and Boston DMAs*.

\*<http://thequad.blogs.nytimes.com/2011/09/19/the-geography-of-college-football-fans-and-realignment-chaos/>

***Prepared: October 18, 2011***

## Vitullo, Elizabeth

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**Sent:** Wednesday, December 07, 2011 5:18 PM  
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-----Original Message-----

**From:** Herbst, Susan  
**Sent:** Sunday, September 18, 2011 6:57 PM  
**To:** Paul Pendergast  
**Cc:** Rubin, Rachel; Mccarthy, Paul  
**Subject:** Re: Conference realignment

Thanks Paul. Both JC and Geno are in good touch with us. Do put RR at center

On 9/18/11 6:53 PM, "Paul Pendergast" <[ppendergast@stfranciscare.org](mailto:ppendergast@stfranciscare.org)> wrote:

> Susan...thx for the update....coaches mtg tomorrow was to educate me  
> as well as pass to RR and you what I learned re their view on the conf  
> dynamics of possible change.

>  
> I will ensure RR is there.

>  
> Hope you can get some rest after all the past week's activities.

> P.

>  
> Sent from my iPad

>  
> On Sep 18, 2011, at 18:48, "Herbst, Susan" <[susan.herbst@uconn.edu](mailto:susan.herbst@uconn.edu)> wrote:

>  
>> Hi Paul - I know that everyone wants to help UConn right now, but we  
>> are not desperate at all, and some patience is involved.

>>  
>> The conference re-alignment is a presidential-level dynamic across  
>> the nation, and I am talking to many presidents and commissioners.

>>  
>> I gather you called together all the coaches. Not necessary, but if you'd  
>> like to do it, Rachel will need to be there.

>>  
>> We absolutely cannot have wires crossed, and only Rachel has full



>> information about Big East and etc. In general, at this point at  
>> least, ADs are not running the discussion around the country, and a lot is happening.

>>

>> Rachel can catch people up, if you feel a meeting is necessary. But  
>> please, no further meetings without her, until further notice. There  
>> are a lot of sensitivities, many of which move far beyond athletics,  
>> and we need president's office to be at the center. It's the only  
>> way in this environment. Thanks for understanding!

>>

>> Susan

>>

>> --

>>

>> Susan Herbst

>> President

>> University of Connecticut

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Susan Herbst

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## Vitullo, Elizabeth

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[paul.mccarthy@uconn.edu](mailto:paul.mccarthy@uconn.edu)

-----Original Message-----

**From:** Pendergast, Paul [<mailto:ppendergast@stfranciscare.org>]  
**Sent:** Sunday, September 18, 2011 6:53 PM  
**To:** Herbst, Susan  
**Cc:** Rubin, Rachel; Mccarthy, Paul  
**Subject:** Re: Conference realignment

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Sent from my iPad

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**Vitullo, Elizabeth**

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**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:17 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: DRAFT \*\* UConn Athletic Communications -- September 18, 2011 -- Herbst Statement

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[paul.mccarthy@uconn.edu](mailto:paul.mccarthy@uconn.edu)*

**From:** Enright, Michael  
**Sent:** Sunday, September 18, 2011 9:55 AM  
**To:** Mccarthy, Paul; Rubin, Rachel; [ppendergast@stfranciscare.org](mailto:ppendergast@stfranciscare.org)  
**Subject:** DRAFT \*\* UConn Athletic Communications -- September 18, 2011 -- Herbst Statement

FYI...susan has requested that this be sent to media this morning...will send out around 10:15 a.m. or so...mike e.

**UConn Athletic Communications -- September 18, 2011 -- Herbst Statement**

**Statement From University of Connecticut President Susan Herbst:**

"Conference expansion and realignment has been a subject of public speculation for the last several months and will continue to be so in the future, for years most likely. It is not close to being over, so we need to have some patience. There have been new rumors every day regarding schools and conferences, and now Pittsburgh and Syracuse are leaving the BIG EAST, which is a jolt, but not a huge surprise.

"UConn is a proud charter member of the BIG EAST and we have taken a lead role in the league's success over the years. However, it is my responsibility as President that we stay in constant communication and be actively involved in discussions with our counterparts from around the country to ensure the successful long-term future of our university's athletic program. The truth is that our teams will play competitive athletics at the highest level of excellence, wherever things land, and our central goals will be academic success and compliance, always.

"To my mind, the conference realignments and incessant national gossip is distracting many presidents and athletic directors from the real conversations we should be having, about academics, the distorting role of money in sports and what it means to support student-athletes. I hope all settles soon, and we can change the national focus away from profiteering and back to student-athletes, where it belongs."

## Vitullo, Elizabeth

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-----Original Message-----

From: Herbst, Susan  
Sent: Sunday, September 18, 2011 7:39 AM  
To: Paul Pendergast  
Cc: Rubin, Rachel; Rachel Rubin; Enright, Michael; Mccarthy, Paul; Larry McHugh; Tom Ritter  
Subject: Re: possible statement

Thanks Paul. No pressing reason to meet - we don't have much to discuss at this moment. I have been talking with presidents/comissionners, and will report back if anything of substance.

The big east presidents have a phone meeting this afternoon, although I doubt that will be particularly substantive given my conversation with commissioner.

Big East presidents meet in DC in two weeks, and likely some options then for the conference.

On 9/18/11 6:52 AM, "Paul Pendergast" <[ppendergast@stfranciscare.org](mailto:ppendergast@stfranciscare.org)> wrote:

> Susan....realizing the Earth seems to be moving ten times faster than  
> normal this w/e, should we conference today....meet on campus...etc.?....P.

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> Sent from my iPad

> On Sep 17, 2011, at 17:10, "Herbst, Susan" <[susan.herbst@uconn.edu](mailto:susan.herbst@uconn.edu)> wrote:

>> Thanks Mike. Hold tight, more soon. I gather tht Pitt and syr are  
>> definitely jumping, may be announced within 24 hours

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>> On 9/17/11 4:02 PM, "Enright, Michael" <[mike.enright@uconn.edu](mailto:mike.enright@uconn.edu)> wrote:

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>> SusanŠI drafted this statement and had Rachel review it about the  
>> whole conference situationŠcertainly nothing we would release right  
>> now, but if the situation keeps getting more and more intense, we  
>> might want to let people know we are not standing still and are  
>> completely aware and engaged on what is best for uconn..mike e.

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>> <sup>3</sup>Conference expansion and realignment has been a subject of media and  
>> public speculation for the last several months and will continue to  
>> be so in the future. There have been new rumors every day regarding  
>> schools and conferences from around the country. UConn is a proud  
>> charter member of the BIG EAST and we have taken a lead role in the  
>> league<sup>1</sup>s success over the years. However, it is my responsibility as  
>> President that we stay in constant communication and be actively  
>> involved in discussions with our counterparts from around the country  
>> to ensure the successful long-term future of our university<sup>1</sup>s  
>> athletic program.<sup>2</sup>

>>

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President

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Susan Herbst  
President  
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> "Conference expansion and realignment has been a subject of media and public speculation for the last several months and will continue to be so in the future. There have been new rumors every day regarding schools and conferences from around the country. UConn is a proud charter member of the BIG EAST and we have taken a lead role in the league's success over the years. However, it is my responsibility as President that we stay in constant communication and be actively involved in discussions with our counterparts from around the country to ensure the successful long-term future of our university's athletic program."

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>  
> Susan Herbst  
> President  
> University of Connecticut

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**Vitullo, Elizabeth**

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**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:16 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: possible statement

*Paul McCarthy, Esq.  
Senior Associate Director of Athletics  
University of Connecticut  
2095 Hillside Road Unit 1173  
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(860) 486-2725-office  
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[paul.mccarthy@uconn.edu](mailto:paul.mccarthy@uconn.edu)*

**From:** Herbst, Susan  
**Sent:** Saturday, September 17, 2011 5:10 PM  
**To:** Enright, Michael; Paul Pendergast; Mccarthy, Paul  
**Subject:** Re: possible statement

Thanks Mike. Hold tight, more soon. I gather tht Pitt and syr are definitely jumping, may be announced within 24 hours

On 9/17/11 4:02 PM, "Enright, Michael" <[mike.enright@uconn.edu](mailto:mike.enright@uconn.edu)> wrote:

Susan...I drafted this statement and had Rachel review it about the whole conference situation...certainly nothing we would release right now, but if the situation keeps getting more and more intense, we might want to let people know we are not standing still and are completely aware and engaged on what is best for uconn..mike e.

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--

Susan Herbst  
President  
University of Connecticut

## Vitullo, Elizabeth

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**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:00 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: A MESSAGE FROM COMMISSIONER MARINATTO -- CONFIDENTIAL

*Paul McCarthy, Esq.  
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**From:** John Marinatto [<mailto:jmarinatto@bigeast.org>]  
**Sent:** Thursday, September 08, 2011 12:39 PM  
**To:** 'A. Gabriel Esteban'; 'Dr. James Ramsey ([ramsey@louisville.edu](mailto:ramsey@louisville.edu))'; 'Gregory Williams'; 'James Clements'; 'John J. DeGioia ([president@georgetown.edu](mailto:president@georgetown.edu))'; 'Judy Genshaft ([jgensha@admin.usf.edu](mailto:jgensha@admin.usf.edu))'; 'Mark Nordenberg ([norden@pitt.edu](mailto:norden@pitt.edu))'; 'Nancy Cantor ([ncantor@syr.edu](mailto:ncantor@syr.edu))'; 'Rev. Brian Shanley ([bshanley@providence.edu](mailto:bshanley@providence.edu))'; 'Rev. Dennis Holtschneider ([president@depaul.edu](mailto:president@depaul.edu))'; 'Rev. Donald J. Harrington ([harringd@stjohns.edu](mailto:harringd@stjohns.edu))'; 'Rev. John Jenkins ([jenkins.1@nd.edu](mailto:jenkins.1@nd.edu))'; 'Rev. Peter Donohue ([peter.donohue@villanova.edu](mailto:peter.donohue@villanova.edu))'; 'Rev. Scott Pilarz'; 'Richard L. McCormick'; Herbst, Susan; 'v.boschini@tcu.edu'; 'gwilliams@uc.edu'  
**Cc:** 'Jean Lenti Ponsetto ([jlentipo@depaul.edu](mailto:jlentipo@depaul.edu))'; 'Lee Reed'; 'Tom Jurich ([jurich@louisville.edu](mailto:jurich@louisville.edu))'; 'michael.broeker@marquette.edu'; 'Jack Swarbrick ([swarbrick.1@nd.edu](mailto:swarbrick.1@nd.edu))'; 'Pederson, Steve'; 'Robert Driscoll Jr. ([rdriscoll@providence.edu](mailto:rdriscoll@providence.edu))'; 'Tim Perneti ([trp90@scarletknights.com](mailto:trp90@scarletknights.com))'; 'Chris Monasch ([monaschc@stjohns.edu](mailto:monaschc@stjohns.edu))'; Patrick Lyons; 'Doug Woolard ([dwoolard@admin.usf.edu](mailto:dwoolard@admin.usf.edu))'; 'Daryl Gross ([djgross@syr.edu](mailto:djgross@syr.edu))'; 'Vincent Nicastro'; 'Oliver Luck'; Chris DelConte; Mccarthy, Paul; 'arkeilbj@uc.edu'; Nick Carparelli; Joseph D'Antonio; Donna DeMarco; John Paquette; Tom Odjakjian; Jim Siedliski; Dan Gavitt; Danielle Donehew; Lisa Zanecchia; Ben Fairclough; Zern, Peter  
**Subject:** A MESSAGE FROM COMMISSIONER MARINATTO -- CONFIDENTIAL

I am writing to formally advise you that the BIG EAST Conference CEO Executive Committee met by teleconference last evening to discuss recent developments in the national conference alignment situation which have unfolded over the past several days, and discuss how best to position ourselves should any movement occur in the near future and before our scheduled October 2 meeting. Outside general counsel Peter Zern joined us on the call.

As you know from my recent email advisory, our staff has worked over the past month to develop multiple expansion iterations that could arise. Please know that we are continuing to monitor the situation very closely through both public and non-public sources nationwide and are very aware of all possible outcomes as well as potential legal issues, proper protocol and concerns. If the circumstances change quickly and require any action or discussion prior to our October 2 meeting, we will convene a conference call of the entire board.

In my earlier email I reminded all of you about the work that many of you have done to help us to develop the "future value proposition" that awaits the BIG EAST Conference once we are able to engage in formal discussions about our next media contract in one year. That work has brought us all to better understand and appreciate our real market value in the current environment and, equally important, positioned us well for any major realignment movement.

Again, I plan to continue to respond very positively to media inquiries about the BIG EAST Conference by reiterating how confident I am about our future, which is in many ways tied to the optimistic view we have

about our media rights value -- including the fact we now represent thirty percent of TV households in America with nine of the top 35 media markets in our footprint.

Accordingly and for a variety of legal and practical reasons, I would continue to urge you to forward any media inquiries you receive directly to the Conference office, consider all information I share with you confidential, refrain from speculating publicly about potential expansion possibilities or specific schools and use the talking points contained in the "Football Media Day Communications Plan" which was sent to each of you recently under separate cover.

In the meantime, if any of you have any questions or concerns about any of this or would like to follow up directly with me, please feel free to call me anytime either at the office or on my cell phone. I thank you for your ongoing loyalty and support.

Many thanks.

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John M. Marinatto  
Commissioner  
The BIG EAST Conference  
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Providence, Rhode Island 02903  
Telephone: (401) 272 9108, x-142  
Office Fax: (401) 831 8060  
Cell Phone: (401) 255 6644

## Vitullo, Elizabeth

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**From:** Mccarthy, Paul  
**Sent:** Wednesday, December 07, 2011 5:00 PM  
**To:** Vitullo, Elizabeth  
**Subject:** FW: A MESSAGE FROM COMMISSIONER MARINATTO

*Paul McCarthy, Esq.  
Senior Associate Director of Athletics  
University of Connecticut  
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Storrs, CT 06269-1173  
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paul.mccarthy@uconn.edu*

**From:** John Marinatto [mailto:jmarinatto@bigeast.org]  
**Sent:** Thursday, September 01, 2011 11:00 AM  
**To:** A. Gabriel Esteban; Dr. James Ramsey (ramsey@louisville.edu); Gregory Williams; James Clements; John J. DeGioia (president@georgetown.edu); Judy Genshaft (jgensha@admin.usf.edu); Mark Nordenberg (norden@pitt.edu); Nancy Cantor (ncantor@syr.edu); Rev. Brian Shanley (bshanley@providence.edu); Rev. Dennis Holtschneider (president@depaul.edu); Rev. Donald J. Harrington (harringd@stjohns.edu); Rev. John Jenkins (jenkins.1@nd.edu); Rev. Peter Donohue (peter.donohue@villanova.edu); Rev. Scott Pilarz; Richard L. McCormick; Herbst, Susan; v.boschini@tcu.edu; gwilliams@uc.edu  
**Cc:** Jean Lenti Ponsetto (jlentipo@depaul.edu); Lee Reed; Tom Jurich (jurich@louisville.edu); michael.broeker@marquette.edu; Jack Swarbrick (swarbrick.1@nd.edu); Pederson, Steve; Robert Driscoll Jr. (rdriscoll@providence.edu); Tim Perneti (trp90@scarletknights.com); Chris Monasch (monaschc@stjohns.edu); Patrick Lyons; Doug Woolard (dwoolard@admin.usf.edu); Daryl Gross (djgross@syr.edu); Vincent Nicastro; Oliver Luck; Chris DelConte; Mccarthy, Paul; arkeilbj@uc.edu; Nick Carparelli; Joseph D'Antonio; Donna DeMarco; John Paquette; Tom Odjakjian; Jim Siedliski; Dan Gavitt; Danielle Donehew; Lisa Zanecchia; Ben Fairclough  
**Subject:** A MESSAGE FROM COMMISSIONER MARINATTO

As has been anticipated for the past several weeks, Texas A&M formally advised the Big XII Conference yesterday that it will submit an application for membership to join another conference and then withdraw from the Big XII Conference effective June 30, 2012.

Many of you have probably read the media speculation about conference realignment and how this move might affect the major conferences across the country including the BIG EAST Conference. Please be assured that I continue to maintain communication and dialogue with other major conference leaders and closely monitor through both public and non-public sources nationwide all potential scenarios. We have anticipated this possibility and our staff has worked during the past month to develop multiple expansion iterations that could arise as a result of what has occurred. I am prepared to discuss these opportunities with all of you when we review our ongoing conference expansion efforts on Sunday, October 2nd.

Over the course of the past year, a number of you have worked with us to develop the "future value proposition" that awaits the BIG EAST Conference once we are able to engage in formal discussions about our next media contract in one year. Our efforts have brought us all to better understand and appreciate our real market value in the current environment, and we are prepared to share with you our plans to best maximize both our television and media revenue and exposure, also during the October meeting.

I plan to continue to respond very positively to media inquiries about the BIG EAST Conference by reiterating how confident I am about our future, which is in many ways tied to the optimistic view we have about our

media rights value -- including the fact we now represent thirty percent of TV households in America with nine of the top 35 media markets in our footprint.

Accordingly, you should feel free to forward any media inquiries you receive directly to the Conference office and use the talking points contained in the "Football Media Day Communications Plan" which we sent to each of you under separate cover two weeks ago.

I thank you for your ongoing loyalty and support.

Many thanks.

####

## **Texas A&M to seek Affiliation with Another Athletic Conference**

**COLLEGE STATION, Texas** - Texas A&M University today officially notified the Big 12 Conference that the institution will submit an application to join another athletic conference. Should this application be accepted, Texas A&M will end its membership in the Big 12 Conference effective June 30, 2012.

"After much thought and consideration, and pursuant to the action of the (Texas A&M University System) Board of Regents authorizing me to take action related to Texas A&M University's athletic conference alignment, I have determined it is in the best interest of Texas A&M to make application to join another athletic conference," President R. Bowen Loftin wrote to Big 12 Commissioner Dan Beebe in the letter dated August 31, 2011.

"We appreciate the Big 12's willingness to engage in a dialogue to end our relationship through a mutually agreeable settlement," Loftin added. "We, too, desire that this process be as amicable and prompt as possible and result in a resolution of all outstanding issues, including mutual waivers by Texas A&M and the conference on behalf of all the remaining members."

Texas A&M has participated in intercollegiate athletics as a member of the Big 12 since the conference's founding 16 years ago. Last season, the Aggies claimed nine Big 12 championships and four national team titles, both of which were school-bests. Since joining the Big 12 prior to the 1996-97 athletic season, Texas A&M has won 55 conference championships, including 32 in the last five years.

Texas A&M finished eighth in the prestigious Director's Cup all-sport rankings a year ago, tallying its most points ever and leading all Big 12 schools. In the inaugural Capital One Cup, which rates teams' final rankings, the Aggies were the top-ranking university from the Big 12. The Aggie women finished second with five top-10 finishes, while the Aggie men finished tied for third with five top-10 finishes.

"As I have indicated throughout this process, we are seeking to generate greater visibility nationwide for Texas A&M and our championship-caliber student-athletes, as well as secure the necessary and stable financial resources to support our athletic and academic programs," Loftin said. "This is a 100-year decision that we have addressed carefully and methodically. Texas A&M is an extraordinary institution, and we look forward to what the future may hold for Aggies worldwide."

While Loftin did not specify an application timeline in his letter to the Big 12, he previously indicated that he does not intend to prolong the application process for an extended period of time.

### **Texas A&M at a glance:**

- Located in College Station, Texas.
- Home to more than 49,000 students, ranking as the sixth-largest university in the country, with more than 360,000 former students worldwide.
- Holds membership in the prestigious Association of American Universities, one of only 63 institutions with this distinction.
- Has an endowment valued at more than \$5 billion, which ranks fourth among U.S. public universities and 10th overall.
- Conducts research valued at more than \$630 million annually, placing it among the top 20 universities nationally and third behind only MIT and the University of California at Berkeley for universities without medical schools.
- Recognized as Home of the 12th Man, where students stand during football games to show support for the team - and for fellow Aggies - a personification of the Aggie Spirit.
- Corps of Cadets is recognized among the nation's largest uniformed student bodies at more than 2,000 strong. Texas A&M commissions more officers than any other institution outside of the nation's service academies.

- Named second in the nation by *The Wall Street Journal* among all universities, public and private, in a survey of top U.S. corporations, non-profits and government agencies, based on graduates that recruiters prefer to hire.

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